ORDER

Orders Order / Rev: 108122 06866388 Alt Order #: Product Desc: Horsford/DCCC KSNV Estimate: 2193 Flight Dates: 10/23/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 10/22/12 / 10/30/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Zovved DCCC/ Horsford Advertiser Name: Demographic: A35+ New Business Thru: PLC02 Product Codes: Order Separation: 00:05:00

Bili Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	15	\$14,625.00	\$12,431.25

Totals

Advertiser External ID:

Agency External ID:

Moπth	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$14,625.00	\$12,431.25	0.00
Totals	15	\$14.625.00	\$12,431,25	0.00

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Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	24%	\$14,625.00
Market	100%	\$60,937.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$16,453.1 2
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	2 5%	\$15,234.38
KTUD	1%	\$609.38
KVVU	18%	\$10,968.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,046.88

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	Ξ 1	KSNV	10/23/12	10/23/12	M-F 5-6a WakeU	p w/Wa@M	5-6a	-T	:30	1	\$450.001	0.00 NM	1	\$450.00
					M-F 5-6a WakeU	p w/Wagners								
		WAKE L	JP WITH T	THE WAGI	NERS REV DATE									
		<u>Star</u>	t Date E	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/2	22/12 1	10/28/12	-T	1	\$450.00	0.00				- 1		

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KSNV

Order / Rev: 108122

Advertiser:

DCCC/ Horsford

Alt Order #: Flight Dates: 06866388 10/23/12 - 10/23/12 Product Desc:

Horsford/DCCC

Estimate:

2193

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 2	KSNV	10/23/1	2 10/23/12	M-F 6-7a WakeU		6-7a	-T	:30	1	\$700.001	0.00 NM	1	\$700.00
,	WWE	ID WITE		M-F 6-7a Wakel NERS ALL SPOTS		ON THE 10/03							
,		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/		10/28/12	-T	1	\$700.00	0.00						
E 3	KSNV	10/23/1	2 10/23/12	Today Show	CM	658a-9am	-T	:30	1	\$900.001	0.00 NM	1	\$900.00
				Today Show									
		_		MUST RUN ON T		D-4-	D-ti						
\/ <i>I</i> /	<u>518</u> /eek: 10	<u>rt Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
				M-F Today Show		9-10a	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
	,,,,,,,,			M-F Today Show			·		·	Q 120100 1	0.00 11111		Ψ120.00
	TODAY	SHOW	II ALL SPOT	S MUST RUN ON									
147		rt Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
	eek: 10/		10/28/12	Rachael Ray	OM 1	\$425.00	0.00 -T	:30	1	\$325.001	0.00 NM	1	¢225.00
⊏ 3	KONV	10/23/1	12 10/23/12	Rachael Ray	GIVI	11am-12pm	-1	.30	ı	\$323,001	U.UU INIVI	1	\$325.00
	RACHE	L RAY A	ALL SPOTS I	MUST RUN ON TU	JE 10/23								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/		10/28/12	-T	1	\$325.00	0.00						
E 6	KSNV	10/23/1	12 10/23/12	Noon News Noon News	CM	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
	NEWS	3 AT NO	ON ALL SP	OTS MUST RUN (ON TUE 10/23								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/		10/28/12	-T	1	\$425.00	0.00						
E 7	KSNV	10/23/1	12 10/23/12	The Agenda 123	0pm CM	1230-1p	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWO		OFNDAAL	The Agenda 123		0/00							
			AGENDA AL End Date	L SPOTS MUST F Weekdays	_		Beting						
W	<u>عرد</u> eek: 10/	<u>irt Date</u> /22/12	10/28/12	-T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
			12 10/23/12	Dr. Phil	CM	3-4p	-T	:30	1	\$450.001	0.00 NM	1	\$450.00
				Dr Phil									
				T RUN ON TUE 10		D-t-	D-P						
1/1/	<u>Sta</u> eek: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00				1		
				NEWS 3 at 4 (1	HOUR)CM	4-5pm	-T	:30	1	\$725.001	0.00 NM	1	\$725.00
	110111	101201	12 10/20/12	4PM NEWS (1 h		(4:00 PM-4:3	-	.00		ψ120.001	0.00 1111		ψ120.00
	FIRST	NEWS 3	AT FOUR A	LL SPOTS MUST	RUN ON TUE	10/23							
		irt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/		10/28/12	-T	1	\$725.00	0.00			04 000 004	0.00.104		******
E 10	KSNV	10/23/	12 10/23/12	M-F Early News M-F Early News	CM	5-630p	-T	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
	EARLY	NEWS.	ALL SPOTS	MUST RUN ON T	UE 10/23								
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
-	eek: 10		10/28/12	-T	1	\$1,200.00	0.00						
E 11	KSNV	10/23/	12 10/23/12	M-F Jeopardy	CM	630-7pm	-T	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	IEODA		I SPOTS MI	M-F Jeopardy UST RUN ON TUE	10/23								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10		10/28/12	-T		\$1,300.00	0.00						
E 12	KSNV	10/23/	12 10/23/12	M-F Wheel	СМ	7-730pm	-T	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
				M-F Wheel of Fo		·							
				SPOTS MUST RU			D:						
1/1	<u>Sta</u> eek: 10	art Date	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00						
-				FacetoFace/Rals		730-758pm	-T	:30	1	\$900.001	0.00 NM	4	\$900.00
E 13	KONV	10/23/	12 10/23/12	FacetoFace/Rais		190-190hiii	-1	.50	'	φυσυ.υσ ι	U.UU INIM	1	φουν.υυ
	FACE 1	TO FACE	E W/ JON R/	ALSTON ALL SPO	•	N ON TUE 10	/23						
		art Date	End Date	Weekdays	Spots/Week		Rating						
	eek: 10		10/28/12	-T	1	\$900.00	0.00						
E 14	KSNV	10/23/	12 10/23/12		CM	8-9pm	-T	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00

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Order / Rev:

108122

Advertiser:

DCCC/ Horsford

Alt Order #:

06866388

Product Desc:

Horsford/DCCC

KSNV

Flight Dates:

10/23/12 - 10/23/12

Estimate:

2193

Ln Ch S	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spo	ts Rate P	ri Rtg Type	Spots	Amount
			Tues PR 8-9p							*	
			Tuesday Prime								
THE VOIC	E ALL	SPOTS MU	ST RUN ON TU	E 10/23							
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/22	/12	10/28/12	-T	1	\$4,000.00	0.00					
E 15 KSNV 1	0/23/12	2 10/23/12	M-F News 3 at E	leven CM	11pm-1135	pm -T	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
			M-F News 3 at I	Eleven							
NEWS 3 N	NGHT	SIDE ALL SI	POTS MUST RUI	N ON TUE 10/2	23						
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/22	/12	10/28/12	-T	1	\$1,200.00	0.00					
E 16 KSNV 1	0/23/1:	2 10/23/12	The Tonight Sho	w CM	1135p-1236	3a -⊤	:30	1 \$500.001	0.00 NM	0	\$0.00
			Tonight Show						1		
TONIGHT	SHOV	V W/ JAY LE	NO ALL SPOTS	MUST RUN O	N TUE 10/23	3					
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/22	/12	10/28/12	-T	1	\$500.00	0.00					
Spot Ch Da	ate Ra	nge <u>D</u>	<u>escription</u>	<u>Star</u>	t/End Time		<u>Weekdays</u>	<u>Length</u> Ra	te Rtg Type		
1 KSNV 10	0/22/12	2-10/28/12 Ti	he Tonight Show	113	5p-1236a		-T	· :30 (\$500. (9 0) 0.00 <i>NM</i>		
Unres	solved								1		
TON.]	AVAI	LABLE RAT	E] NOT AVAILAE	BLE RATE							
				_					Totals	15	\$14,625.00